

Title of the Track

Business Analytics Management and Applications

Short Description of the Proposed Track

Digitization has become heavily embedded today's business operations. Business processes are being virtualized or automated; products become product service systems connected to the Internet making available benefits not attainable before. This, among many other drivers, is fueling the assimilation of business intelligence and business analytics approaches within organizations across various industries as more and more data becomes available allowing for more detailed analyses. It is projected to further grow at an unprecedented pace.

Consequently, companies are challenged to transform their technological and organizational infrastructures, and their workforce skills, so they can process and interpret large and disparate data. Many scholars are now emphasizing the importance of Business Analytics Management, that is the management of business analytics and big data approaches as well as information assets for efficient and effective decision support and leadership. Consequently, Business Analytics Management is essential for organizations' daily business, directly influencing competitive advantage and business development in a global world.

Business Analytics Management is not limited to a traditional and isolated organizational focus. The application of business analytics and big data approaches enables us to integrate, analyze, visualize, and ultimately understand and improve the complex processes that make up our digitized world. Such approaches are enablers for knowledge discovery benefitting people, organizations, societies, leading to the smart technologies. Improved communication, more sustainable processes, as well as new business models are examples for the innovative usage of disparate data sources (such as mobile devices, Internet of Things, wearables, data streams, social media). Collectively, these change the nature of interaction and use of information sharing technologies, along with the information that is consumed at the individual, team, and organizational level or even in global settings.

Business Analytics Management research explores organizational and technological advances to improve business performance in a continuous and iterative way. Business intelligence and business analytics approaches typically include ETL, OLAP as well as exploratory data analysis techniques to provide historical, current, and predictive views of the business. However, limited attention has been given to the individual's perspective focusing on personal objectives and characteristics as enabling or suppressing factors to business intelligence and business analytics use. The big data challenge, fueled by increasing variety, volume, velocity, and veracity of data, bares large potential for research and practice by extending existing analytics beyond the traditional organizational borders. New phenomena or paradigm changes from the use of analytics approaches emerge the same way as other business models do. Furthermore, the availability of seemingly endless computing and cheaper storage capabilities

available through the cloud computing enables new opportunities in providing a global gateway to information as a service.

Motivated by the explosion of interest in these emerging fields, the *Business Analytics Management and Applications* track promotes multidisciplinary contributions dealing with managerial, economic, cultural, architectural, and technological perspectives on the management of business intelligence and business analytics technology as well as applications. Submissions based on theoretical research, design research, action research, or behavioral research are encouraged. We welcome full research papers, research in progress papers, and prototype papers.

Potential Suggested Topics

Management of Business Intelligence and Business Analytics (BI&A) and Big Data

- Strategic and change management issues stemming from BI&A and big data
- Business value and success of BI&A and big data
- Big data driven business model innovation
- Organizational issues in BI&A and big data implementation and operations
- Adoption, routinization, maturity, and use of BI&A and big data
- Data quality, data governance
- Conceptual modeling of BI&A and big data
- Societal impact of BI&A and big data
- Emerging trends in BI&A and big data

Applications of Business Intelligence and Business Analytics (BI&A) and Big Data

- BI&A in the cloud, BI&A as a service
- Real-time analytics and operational BI, event-driven BA
- Business activity monitoring and process analytics
- Use cases and innovative applications of BI&A and big data
- BI&A and big data's new frontiers in, e.g., social (media), sports, education, healthcare
- Digital manufacturing and the Internet of Things
- Data visualization, visual analytics

Track Co-Chairs

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	Short Biography	<p>Christian Janiesch is an Assistant Professor at the Julius-Maximilians-Universität in Würzburg, Germany. He received his Ph.D., MSc, and BSc in Information Systems from the University of Münster. Christian worked full-time at the European Research Center for Information Systems (ERCIS) in Münster, at the SAP Research Center Brisbane at SAP Australia Pty Ltd, and at the Karlsruhe Institute of Technology (KIT). His research interest is at the intersection of BPM and BI with a focus on real-time, event-driven applications.</p> <p>Christian has served as a track chair at ACIS 2010, ECIS 2013-2015 and 2017, and the BPM workshop series on Event-Driven BPM as well as BPM in the Cloud. He has been reviewing for various ACM and IEEE journals as well as BPMJ. He is on the department editorial board of Business & Information Systems Engineering. His work has appeared in Communications of the AIS, Business Process Management Journal, Business & Information Systems Engineering, Future Generation Computer Systems as well as various major international conferences including ICIS, ECIS, and HICSS and has been registered as U.S. patents.</p>
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	Short Biography	<p>Aleš Popovič is an Associate Professor in the Academic Unit for Business Informatics and Logistics at the Faculty of Economics University of Ljubljana and a visiting professor at Information Management School - Universidade NOVA de Lisboa (NOVA IMS). He received his Ph.D. in Information Management at University of Ljubljana. His research interests include understanding business intelligence value, success, and related business process change, both within and between organizations.</p> <p>Aleš's works appear in a variety of academic journals, such as Journal of the Association for Information Systems, Journal of Strategic Information Systems, Decision Support Systems, Journal of</p>

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“BEYOND DIGITIZATION - FACETS OF SOCIO-TECHNICAL CHANGE”, 23RD -28TH, JUNE, 2018, IN UNIVERSITY OF PORTSMOUTH, UK, FOR THE 26TH EUROPEAN CONFERENCE ON INFORMATION SYSTEMS

		<p>the Association for Information Science and Technology, International Journal of Information Management, Information Systems Management, Industrial Management & Data Systems, and Business & Information Systems Engineering, among others.</p> <p>Aleš has chaired the BI track at ECIS 2015 and 2017, as well as (mini-)tracks at AMCIS. He has served has served at many major IS conferences as an Associate Editor.</p>
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	Short Biography	<p>Barbara Dinter is Professor and Chair of Business Information Systems at Chemnitz University of Technology, Germany. She holds a Ph.D. from the Technische Universität München, Germany, where she previously earned a master's degree in computer science. Barbara worked for several years at University of St. Gallen, Switzerland as a Post-Doc and project manager. In her role as an IT consultant, she worked with a variety of organizations. Her research interests include business intelligence and analytics, big data, open data, data driven innovation, and information management.</p> <p>Barbara has published in renowned journals such as Decision Support Systems, Journal of Database Management, and Journal of Decision Systems, and on conferences such as ICIS, ECIS, and HICSS. She has chaired the BA/BI track at ECIS for six years, as well as (mini-)tracks at HICSS, AMCIS, Pre-ICIS Business Analytics Congress, etc. She has served at many major IS conferences as an Associate Editor.</p>

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